



**SUCCEED**  
In Tempe, Arizona

# WEEKLY UPDATE

## COMMUNITY DEVELOPMENT DEPARTMENT

**FRIDAY**  
**04 APR**  
**2008**

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## **Rolling Stone** LEADS WITH TEMPE

Tempe Music Festival made worldwide news in *Rolling Stone* magazine when **My Chemical Romance** started its new tour at the event. A review of the band's performance and photo show are available for viewing at [www.rollingstone.com](http://www.rollingstone.com). More than 25,000 people attended this year's festival, featuring that band as well as **Fergie**, **Cowboy Mouth**, **Gin Blossoms** and **Puddle of Mudd**. The two-day event produced by Entertainment Solutions brought 30 bands to three stages. It is hoped in years to come that the festival will surround Town Lake with sound. [www.tempefestival.com](http://www.tempefestival.com)

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## WORLD WIDE TECHNOLOGIES, INC.

**World Wide Technology, Inc. (WWT)**, a market-leading systems integrator that provides innovative technology and supply chain solutions, today announced the opening of a state-of-the-art facility in Tempe. The 15,000 square-foot location will further WWT's ability to meet the technology planning, procurement and deployment needs of businesses and government entities in the western United States. To highlight the office opening, WWT will hold a special technology day on April 10. The company's executive management and members of its local sales and engineering teams will be on-hand for tours, key technology updates, demonstrations and discussions. WWT offers technology products from more than 3,000 manufacturers and maintains over 1,000 technology certifications. WWT has also been recognized as **Cisco's North American Partner of the Year**. In addition to its strong Cisco expertise, the company maintains strategic partnerships with **Sun Microsystems**, **EMC** and **HP**. To register for the event, visit [www.wwt.com/news\\_events/AZOpenHouse.html](http://www.wwt.com/news_events/AZOpenHouse.html).

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## W.P.A. SIDEWALKS IN MAPLE-ASH

The Historic Preservation Office is working in concert with Public Works Street Maintenance to address the condition of the historic W.P.A. sidewalks in the **Maple-Ash Neighborhood** for improvements in the right-of-way. The historic landscape, including the tree lawns and W.P.A. sidewalks will be conserved, while enhancing safety throughout the neighborhood.

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## FRONTDOORS URBAN AFFAIRS

*Frontdoors - Lifestyle News for Arizona's Finest* features two Tempe projects in the Urban Affairs section of the upcoming April issue. The "WestStone A Winner" column touts the success of developer **WestStone Communities** [Northshore, Onyx Tower] being voted into the top five multi-family builders in the state by *AZBusiness* magazine. The "Hayden Flour Mill Lives On" column outlines **Avenue Communities'** future plans for Phase One which is expected to be permitted this summer. *Frontdoors* is distributed to more than 46,000 upscale homes and businesses. Copies are also available at all AJ's Fine Food stores. [www.frontdoors.biz](http://www.frontdoors.biz) [see attached page]

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## URBAN AFFAIRS

**Make A Diaper Deposit**

From now until May 31, The Valley Diaper Bank is holding its sixth annual Valley Diaper Drive, asking the community to contribute disposable diapers for families in need, whose Medicare, WIC, food stamps and other safety-net social programs do not cover this necessity. Since 2002, the organization has provided 790,000 diapers to more than 70 nonprofit partner agencies in Maricopa County (diapers are not given to individuals). Clubs, scout troops, student councils and employee groups are encouraged to start their own diaper drives; instructions are available on the Diaper Bank website. Diapers can be donated at any Sunflower Farmers Market or Discount Tire Company. For more information, go to [www.valleydiaperbank.org](http://www.valleydiaperbank.org) or call 602-253-0050.

**Happy Birthday, Berridge**

Founded in 1938 by James Berridge Jr. at the age of 20, the first Berridge Nursery opened at Earl Drive and Central Avenue, moved to 16th Street and Camelback Road in 1952, and quadrupled the growing gardens and plant inventory. Now located at 46th Street and Camelback, the nursery continues to provide horticultural expertise and quality flora, gardening tools and professional landscape design and installation services to customers in Arcadia, North Central, Scottsdale and Paradise Valley homes. In celebration of 70 years of botanical services to the Valley, the family-owned Berridge Nursery is hosting its 10th annual Art in the Garden on April 19 from 9 a.m. to 4 p.m., open to the public and free of charge. Visit [www.berridgenursery.com](http://www.berridgenursery.com) or call 602-952-8080 for more information.

**CFA Broadway Gala At Valley Ho**

The Craniofacial Foundation of Arizona provides help for craniofacial patients and their families through financial assistance, educational programs and a family support network. Sadly, insurance companies quite often see craniofacial surgery as an elective, cosmetic procedure, even for children born with severe deformities, creating a multifaceted burden on families. This year's fundraising event and silent auction for the CFA, *A Night on Broadway*, will take place on Saturday, April 26 from 6:30 to 11 p.m. at Scottsdale's newly renovated Hotel Valley Ho, 6850 East Main Street. Funds raised will be directed to the CFA's Patient Assistance Fund, the family support network Happy Faces, and Unwrapping the Package, the educational program. Tickets are \$135; dress is cocktail attire. Sponsorship opportunities and other information about this event can be obtained at [www.azcranio.com](http://www.azcranio.com) or by calling 480-753-1800.

**Help Pack A C.U.R.E.**

Their mission: To identify, solicit, collect, sort and distribute medical supplies and services according to the imperative needs of the world. Project C.U.R.E.

(Commission on Urgent Relief and Equipment), a 501(c)3 nonprofit international relief organization, has shipped commercial-size cargo containers filled with donated and surplus medical supplies and equipment to 120 countries. They've also facilitated C.U.R.E. clinics for doctors and nurses to serve overseas and build C.U.R.E. kits for individuals traveling to the developing world. Their two facilities in Tempe are always looking for volunteers to help sort, box and procure donated medical supplies and equipment in the community, manage inventory at the regional distribution center, or help in the office. For more information or to sign up to volunteer, visit [www.projectcure.org](http://www.projectcure.org) or call 480-237-0970.

**Gabriel's Angels Breakfast**

This nonprofit's mission is to deliver healing pet therapy to abused, neglected and at-risk children to help free them from a cycle of violence through nurturing love and trust. Gabriel the Weimaraner's angels are the volunteers, supporters and children served by the organization. On Friday May 16, Gabriel's Angels is hosting their annual Pets Helping Kids fundraising breakfast at the Westin Kierland Resort. The program is designed to generate awareness and will last only one hour; anyone interested in knowing more about becoming an angel is more than welcome. The free breakfast will be from 7:30 to 8:30 a.m. on the Trailblazers Terrace. For more information, visit [www.gabrielsangels.com](http://www.gabrielsangels.com) or call 480-460-5333.

**SAS Turns 25**

Around since 1983, Scottsdale Artists' School (SAS), a nonprofit school of traditional fine art, holds more than 200 adult classes and workshops each year, as well as Youth Academy workshops. Marking its 25th anniversary, SAS's annual fundraiser, Beaux Art, is coming up on Saturday, April 26, where guests can stroll on the school grounds, enjoy great cuisine and music, and preview the original fine art donated by more than 200 artists from all over the country. The event's honorary chair is Ginger Renner, an active and exuberant participant in the art world and dedicated supporter of SAS since its founding. Indulge your passion for fine art at Beaux Art. For more information about special events for the 25th anniversary, contact Kathy Duley at 480-990-1422. Go to [www.scottsdaleartschool.org](http://www.scottsdaleartschool.org) for general information about SAS and Beaux Art.

**WestStone A Winner**

WestStone Communities, a leading developer of luxury urban living in metro Phoenix, recently announced it has been voted into the top five multifamily builders in the state by *AZBusiness* magazine in their 2008 "Ranking Arizona" issue. WestStone's president and COO John Iorillo said this honor is especially meaningful because voters were asked to consider the quality of the product

as well as the company with whom they would prefer to do business. WestStone is known for their luxury touches, such as outdoor fireplaces at Northshore at Tempe Town Lake and a wine nook at Onyx Tower, also at Tempe Town Lake, and Vantage condominiums in Ahwatukee. Headquartered in Scottsdale, WestStone Communities is dedicated to blending unique live-work-play communities for busy professionals into established city neighborhoods. For more information, visit [www.weststonecommunities.com](http://www.weststonecommunities.com).

**Hayden Flour Mill Lives On**

Avenue Communities has submitted final plans for the Hayden Flour Mill redevelopment project to the City of Tempe in preparation of pulling building permits this summer. The developers of innovative urban living are making sure Tempe's historic landmark is preserved by incorporating the silos into its final renovation and refurbishing the existing milling equipment, which will ultimately be on display. Phase One includes cleaning and restoring the mill and silos, and probable uses will include retail, restaurants and offices. An architectural garden with a water feature is also in the plans to represent the historic significance of water on the site. Two stories of office space will be added to the four-story structure, and two buildings will be constructed west of the mill, creating 21,000 square feet of retail space in Phase One. More public parking is planned as well as renewal of the trailhead along Hayden Butte. Redevelopment such as this engineers progress while preserving Tempe's history, making it possible to save the mill and tell its story, create a museum and generate revenue for the community. As Tempe Mayor Hugh Hallman said, this kind of development is not coming at the expense of preservation, making historic projects like this a viable reality. Kudos, Avenue Communities.

**Artesia Masterpiece**

One of Scottsdale's newest developments is being touted as a masterpiece community, and considering 18 residences sold within the first two weeks of its January 25 launch, the words must ring true. Starpointe Communities partner Rob Lyles is excited about this early success considering how dismal the housing market has been in the face of the mortgage meltdown. The 44-acre development is located on the former Radisson site at 7293 North Scottsdale Road, just north of Indian Bend Road. Artesia commingles upscale residences with 22,000 square feet of retail, fine dining and office space, including 99 brownstones that offer live/work setups. Amenities include four miles of meandering pathways, three pools, a park and four gardens, a fitness club and self-service pet spa. Prices start at \$400,000. For more information, call 480-951-9800 or visit [www.welcometoartesia.com](http://www.welcometoartesia.com).



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